

ALBERTA COLLEGE OF ART AND DESIGN – GOVERNMENT RELATIONS/CONTACT PROGRAM

STRATEGIC CONSIDERATIONS:

- ACAD needs to build a positive relationship with senior politicians and officials prior to approaching the government with specific requests or battling a public policy crisis;
- David Hancock, QC will be a very hands-on Minister.
- While the provincial public policy environment is important to the ongoing success of ACAD, specific programs such as implementation of the more aggressive Advanced Education funding, changes to officials throughout the Government of Alberta (GoA), including the appointment of Rod Love as Chief of Staff to the Premier;
- Activities at the provincial government level may be leveraged and achieve support for targeted relationships and specific programs in other departments.

ISSUE:

- ACAD has had limited exposure to the Government of Alberta.
- Minister Hancock will want to move quickly make Advanced Education a priority to the GoA;
- Most other Universities and Colleges will be attempting to re-establish their objectives as a priority to Minister Hancock and the GoA.

ASSUMPTIONS:

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- Assume that the GOA will move quickly to make policy changes, prior to the centennial celebrations and the selection of Premier Klein's successor.
- **The infrastructure deficit that all colleges are facing will become a priority to the GoA;**
- Any well conducted contact program that ACAD enters into will have positive effects in the future;

STRATEGY

The following strategies are proposed to attain the defined objectives:

- Implement a government contact and issues management program that builds understanding and internal government champions of ACAD's vision;
- Establish linkages between provincial government and the ACAD business plan;
- Demonstrate that the ACAD business plan is consistent with the key economic, social and political objectives of all levels of government;
- Monitor and provide strategic information on regulatory or legislative activities that could effect ACAD's operation;
- Establish effective lines of communication with other elected provincial officials and elected members who either advise or influence the Premier,

Minister of Advanced Education, Economic Development Minister, and other appropriate senior ministers; and demonstrating the advantages for provincial programs to senior officials.

ADVOCACY PLAN – SHORT-TERM:

- A third-party advocacy plan can be as simple as a one-page document that outlines a strategy for getting external supporters to speak up on behalf of ACAD. It is much more effective to have someone speaking about ACAD, and the college's benefits to the community, especially if they are not perceived as having a vested interest;
- It is a matter of deploying resources at our disposal in the most effective manner;
- The advocacy plan can also be very extensive with ACAD providing Government relations advice and support to the identified advocate groups.

TACTICS

PROVINCIAL PROFILE BUILDING:

- Build and implement a provincial government relations profiling program for ACAD;
- Working with Chairman D'arcy Levesque, President Lance Carlson, ACAD's Government Relations Committee, and the senior executive team, develop a base-line slide deck presentation for the GoA;
- For each major target group in the government;
 - devise a contact lobby program stressing the unique qualities of ACAD;
 - revise the generic presentation slide deck for each target audience
 - set-up a series of meetings with the key people in each department;
- Continuously update the strategy, tactics and presentation with the feedback and direction from Chairman D'arcy Levesque and President Lance Carlson and President Lance Carlson and the ACAD's Government Relations Committee;
- Review feedback and status with Chairman D'arcy Levesque and President Lance Carlson and the ACAD's Government Relations Committee ACAD on a regular basis.

PHASE 1
ACTION PLAN

DEVELOP POSITIVE RELATIONSHIPS WITH KEY PROVINCIAL GOVERNMENT PLAYERS:

- The winter of 2005 will be an excellent opportunity to implement a profiling program;
- An initial presentation deck will be drafted for the profile meetings with the targeted groups within the provincial government.

DEPARTMENT OF ADVANCED EDUCATION

PRIMARY AUDIENCES FOR MEETINGS:

- The Minister's Office;
- Chair and members of the Standing Policy Committee Education;
- Office of the Deputy Minister.

SECONDARY AUDIENCES TO BE MONITORED:

- Members of the SPC;
- Senior department officials.

DEPARTMENT ECONOMIC DEVELOPMENT

PRIMARY AUDIENCE:

- The Minister's Office.

SECONDARY AUDIENCES TO BE MONITORED:

- Office of the Deputy Minister.
- Member of agenda and Priorities

PHASE 2

ESTABLISH AND WORK TOWARD DEFINED BUSINESS TARGETS WITH THE VARIOUS GOVERNMENTS DEPARTMENTS

- Once we have built positive relationships in the governments of Alberta.

PHASE 3

PRIORITY PROVINCIAL TARGETED GOVERNMENT RELATIONS

- In each of the priority areas, work with Chairman D'arcy Levesque, President Lance Carlson and the ACAD's Government Relations Committee to communicate the ACAD story to key government decision-makers and the leadership of the official opposition where applicable;
- After an initial profiling exercise, establish strategic business objectives that can be achieved with each provincial government department.

SUGGESTED ACTIVITIES:

GOVERNMENT RELATIONS – LONG TERM

STANDING POLICY COMMITTEES:

- The Standing Policy Committees are charged with the responsibility of reviewing and making recommendations on policies, programs, and legislation, and when necessary, hearing public submissions on their specific area. They also monitor existing programs, services and legislation;
- A&P coordinates the activities of the SPCs. Any subcommittee struck by a SPC must be task-oriented and have a maximum 45-day life;

ONGOING GR PROGRAM BASED ON PRO-ACTIVE COMMUNICATIONS:

- Establish an on-going government relations program to work with Chairman, D'arcy Levesque and President Lance Carlson to ensure that ACAD public announcements are communicated to the appropriate government officials;
- It is important to build positive relationships with key government decision-makers. Organizations that only approach government when they have a problem can too easily develop a negative image among public decision-makers;
- By informing senior politicians and their political advisors of positive educational initiatives and developments and including them in public events, ACAD can begin to build a foundation of good relationships with key Alberta government officials;
- We will work with Chairman D'arcy Levesque and President Lance Carlson to establish a step in the proactive communications planning process to include a government relation's consideration for a special message targeted to the *right* government audience. When a material announcement is to be made, Hal J Danchilla Consulting Inc would identify the government audiences and the specific messages for each;
- As well, in the event there are negative announcements, it is important that the government receive the official statement from ACAD directly with the precise explanations, rather than hearing it through the filter of the news media.

SERVICES

The following is a summary of services that we will provide:

- Working with the ACAD senior executive team to develop a detailed strategic action plan for government relations;
- Developing messaging for each government target audience;
- Preparing Chairman D'arcy Levesque and President Lance Carlson and other Alberta College of Art and Design (ACAD) senior executives for meetings with the key government officials;

- Attending government meetings where necessary to monitor progress and execute any follow-up determined at the meeting;
- Monitoring the progress of the relationship building process -- updating the presentation and the action plan based on feedback and direction from Chairman D'arcy Levesque and President Lance Carlson.

Budget for the Period of January 15, 2005, to June 15, 2005:

Monthly Consulting Fees of \$ 4,500.00 plus GST
GST Registration #887 899 276 \$ 315.00

Total per month \$ 4,815.00

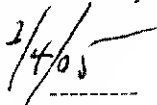
Total: \$24,075.00

Plus all out of pocket expenses.

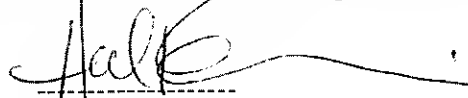
The above proposal for a government relations contact program, for the Alberta College of Art & Design, for the period January 15, 2005 to June 15, 2005 is agreed to by both parties:



Lance Carlson
President, ACAD



Date



Hal Danchila